21-Aug-91

2045558774

PARLIAMENT CAMERA PROMOTION
1991
3-PACK PROMOTION REGION 1

INCENTIVE	QUANTITY	COST	OVERRUN	TOTAL COST
CAMERA	333,600	~~$2.00 (2.46)~~ 1.83	2%	~~$680,544~~ 610,488
ASSEMBLY/PACKAGING	333,600	$0.40	2%	$136,109
DISPLAYS				
20 DEAL DISPLAYS	16,680	~~$5.82~~ 6.27	5%	~~$97,553~~ 104,583.60
AN AVERAGE OF 40 DISPLAYS PER REP, PROMOTION AVAILABLE ONLY IN REGION 1 (417 REPS)				
POS MATERIALS	5,000 SELL SHEETS $2 16,080 POSTER $1		5,000 16,680	~~$40,080~~ 25,080
ARTWORK				$40,000
MISC. -				$10,000
MERCHANDISING PAYMENTS				
20 DEAL DISPLAYS	16,680	~~$2.00~~ 3.00	90%	~~$30,024~~ 50,040

BOUNCEBACK: FREE T-SHIRT FOR 5 UPC'S & S&H $4 + 10 pack or 1 carton UPC.

T-SHIRT	16,680 (5% RED.)	$66,720 ($4.00 EACH - GRAPHICS FRONT & BACK)	
FULFILLMENT	($2.50 EACH)	41,700	
CONS. PAYS	($2.50 EACH)	(41,700)	
TOTAL BOUNCEBACK COST		$66,720	
UNITS: 5 PK UPC'S		1,668,000	
		TOTAL COST	$1,100,950
UNITS MOVED:			
CAMERA	60 UNITS * 471,000 INCENTIVES	COST PER M 28,260,000	$36.79
BOUNCEBACK UNITS: 5 PK UPC'S		1,668,000	
	TOTAL UNITS	29,928,000	

Source: https://www.industrydocuments.ucsf.edu/docs/fpfm0004